IN THE CLAIMS

1. (Currently amended) A method of serving data to a plurality of clients in a client-server environment, comprising the steps of:

providing a plurality of versions of <u>given</u> data in which at least two versions <u>of the given data</u> have different overheads associated therewith;

assigning individual clients to one of a plurality of quality-of-service classes; and satisfying requests so that a client belonging to a high quality-of-service class is given preferential access to data versions which require higher overheads to serve.

- 2. (Original) The method of claim 1, wherein the overhead to serve a version is correlated with a quality of the version.
- 3. (Previously presented) The method of claim 2, wherein the plurality of versions comprise images of different resolutions and clients belonging to a high quality-of-service class are given preferential access to higher resolution images.
- 4. (Original) The method of claim 2, wherein the quality of a version is correlated with a processing time required to create the version.
- 5. (Original) The method of claim 1, wherein the overhead to serve a version is correlated with how current the version is.
 - 6. (Original) The method of claim 1, further comprising the step of:

in response to a system load exceeding a threshold, satisfying a higher percentage of requests from clients belonging to a lower quality-of-service class with a version requiring lower overhead to serve.

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- 7. (Original) The method of claim 1, wherein the server comprises multiple nodes and different nodes provide data versions requiring different overheads to serve.
- 8. (Original) The method of claim 1, further comprising the step of implementing a quality-of-service policy that specifies at least one of content quality and latency.
- 9. (Original) The method of claim 8, wherein one or more clients belonging to a premium service class are served with high content quality and low latency.
- 10. (Original) The method of claim 8, wherein one or more clients belonging to a medium service class are served with one of high content quality and low latency.
- 11. (Original) The method of claim 8, wherein one or more clients belonging to a best-effort service class are served with unspecified content quality and latency.
- 12. (Original) The method of claim 1, wherein a client request is routed using at least one of an identity of the client, a quality of content, a load on at least one server, a data distribution on at least one server, and a capacity of at least one server.
- 13. (Original) The method of claim 1, wherein a client is assigned to a quality-of-service class by program logic that is externalized from the server.
- 14. (Original) The method of claim 13, wherein the externalized program logic comprises a set of business rules that can be modified by nonexperts in information technology.
- 15. (Original) The method of claim 1, further comprising the step of satisfying requests using a policy determined by program logic that is externalized from the server.

- 16. (Original) The method of claim 15, wherein the externalized program logic comprises a set of business rules that can be modified by nonexperts in information technology.
- 17. (Currently amended) Apparatus for serving data to a plurality of clients in a client-server environment, comprising:

a memory, and

at least one processor coupled to the memory and operative to: (i) provide a plurality of versions of given data in which at least two versions of the given data have different overheads associated therewith; (ii) assign individual clients to one of a plurality of quality-of-service classes; and (iii) satisfy requests so that a client belonging to a high quality-of-service class is given preferential access to data versions which require higher overheads to serve.

- 18. (Original) The apparatus of claim 17, wherein the overhead to serve a version is correlated with a quality of the version.
- 19. (Previously presented) The apparatus of claim 18, wherein the plurality of versions comprise images of different resolutions and clients belonging to a high quality-of-service class are given preferential access to higher resolution images.
- 20. (Original) The apparatus of claim 18, wherein the quality of a version is correlated with a processing time required to create the version.
- 21. (Original) The apparatus of claim 17, wherein the overhead to serve a version is correlated with how current the version is.
- 22. (Original) The apparatus of claim 17, wherein the at least one processor is further operative to, in response to a system load exceeding a threshold, satisfy a higher percentage of

requests from clients belonging to a lower quality-of-service class with a version requiring lower overhead to serve.

- 23. (Original) The apparatus of claim 17, wherein the at least one processor comprises multiple nodes and different nodes provide data versions requiring different overheads to serve.
- 24. (Original) The apparatus of claim 17, wherein the at least one processor is further operative to implement a quality-of-service policy that specifies at least one of content quality and latency.
- 25. (Original) The apparatus of claim 24, wherein one or more clients belonging to a premium service class are served with high content quality and low latency.
- 26. (Original) The apparatus of claim 24, wherein one or more clients belonging to a medium service class are served with one of high content quality and low latency.
- 27. (Original) The apparatus of claim 24, wherein one or more clients belonging to a best-effort service class are served with unspecified content quality and latency.
- 28. (Original) The apparatus of claim 17, wherein a client request is routed using at least one of an identity of the client, a quality of content, a load on at least one server, a data distribution on at least one server, and a capacity of at least one server.
- 29. (Currently amended) An article of manufacture for use in serving data to a plurality of clients in a client-server environment, comprising a machine readable <u>storage</u> medium containing one or more programs which when executed implement the steps of:

providing a plurality of versions of given data in which at least two versions of the given data have different overheads associated therewith;

assigning individual clients to one of a plurality of quality-of-service classes; and satisfying requests so that a client belonging to a high quality-of-service class is given preferential access to data versions which require higher overheads to serve.

- 30. (Currently amended) A system, comprising:
- a plurality of clients, each client belonging to a quality-of-service class;
- a load balancer for sending requests from clients to at least one back-end server; and
- at least one back-end server for providing a plurality of versions of different objects in which at least two versions of an a given object have different overheads associated therewith.
- 31. (Currently amended) A method of providing a data serving service, comprising the step of:

a service provider: (i) providing a plurality of versions of given data in which at least two versions of the given data have different overheads associated therewith; (ii) assigning individual clients to one of a plurality of quality-of-service classes; and (iii) satisfying requests so that a client belonging to a high quality-of-service class is given preferential access to data versions which require higher overheads to serve.

- 32. (Original) The method of claim 31, wherein the data serving service comprises a quality-of-service policy specification.
- 33. (Original) The method of claim 32, wherein the quality-of-service policy specification comprises:

a plurality of subscriptions, each subscription being specified by content quality and service latency, wherein a limited premium service subscription is served with high content quality in low service latency, a medium service subscription is served with a high content quality or a low service latency, and an unlimited best-effort service subscription is served with unspecified content quality and latency.

- 34. (Original) The method of claim 31, wherein the service provider modifies data content and how the data content is served to clients in response to one or more changing conditions.
- 35. (Original) The method of claim 34, wherein one or more changing conditions comprises a source of a bottleneck.
- 36. (Original) The method of claim 31, wherein the step of assigning individual clients to one of a plurality of quality-of-service classes is based on a client payment.
- 37. (Currently amended) A method of serving data to a plurality of clients, comprising the steps of:

establishing at least two quality-of-service classes; and

satisfying requests so that a client belonging to one quality-of-service class is served with a data one version of given data having one overhead associated therewith, while a client belonging to another quality-of-service class is served with a data another version of the given data having another overhead associated therewith.